

July 1, 2010

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (for QUBO Kids on NBC) as set forth in the attached Community Relations Quarterly Children's Programming Report for 2nd quarter 2010. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: QUBO for both 2nd quarter 2010 and 3rd quarter 2010.
2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Please note that the age target for QUBO programming on NBC is 4-8 years old. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers.
3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
4. Public service announcements targeted to children 16 and under.
5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
6. Network on-air promotional efforts, which include a schedule of QUBO programming on NBC on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 2nd quarter of 2010 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

Loretta Alden  
NBC Universal  
Director, Affiliate Relations  
212-664-2928  
[loretta.alden@nbcuni.com](mailto:loretta.alden@nbcuni.com)

## **“QUBO ON NBC” EDUCATIONAL OBJECTIVES**

**For 2nd Quarter 2010**

### **EDUCATIONAL OBJECTIVES**

#### **2nd Quarter 2010 Educational Objectives**

In compliance with the Children’s Television regulations that became effective January 2, 1997, the **QUBO Programming Block on NBC** features an on-air icon (E/I) indicating that each program is “educational and informational” for children. This icon is displayed throughout each program. Also, in compliance with the regulations, the following document, which includes “educational and informational” objectives of **QUBO on NBC**, must be placed in your public file.

Each of the programs listed below, which make up the **QUBO on NBC** programming block, is specifically designed to serve the *educational and informational* needs of children ages 4-8. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

From April 3, 2010 - June 26, 2010, **QUBO on NBC** aired six shows returning from the 1<sup>st</sup> quarter. These are: **Turbo Dogs**, **Shelldon**, **3-2-1-Penguins!**, **Babar**, **Willa’s Wild Life**, and **Jane and the Dragon**. All eight shows were developed specifically for a target audience composed of children 4-8 years of age. Three of the shows are book-based series. Six of the shows focus on important social-emotional messages for the target audience. All educational and informational messages are delivered through an animated narrative format.

**“Turbo Dogs”** is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

**“Shelldon”** is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Based on the books by Laurent de Brunhoff, **“Babar”** is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people’s privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

**“3-2-1 Penguins!”** features two children, Jason and Michelle, whose vacation at their grandmother’s cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

**“Willa’s Wild Life”** is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets – an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the “cool” group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Set in medieval times, **“Jane and the Dragon”** is an animated show based on Martin Baynton’s best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane’s best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King’s Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

### **3rd Quarter 2010 Educational Objectives**

There are no new shows for the 3rd quarter of 2010.

### **2ND QUARTER 2010 SHOW SUMMARIES**

**TURBO DOGS** is a show about six canine friends—Dash, GT, Clutch, Stinkbert, Strut, and Mags—who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

**SHELLDON** is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon’s also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children’s key provider of knowledge and other resources. In

each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.

**3-2-1 PENGUINS!** draws upon characters from two stories and uses both long and short form material involving these characters to provide social-emotional messages to children. The show features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem and ends after the children have learned an important social-emotional message through their adventure with the Penguins.

**WILLA'S WILD LIFE** is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley and the animals as well as praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

**BABAR**, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

**JANE AND THE DRAGON** is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

### **3RD QUARTER 2010 SHOW SUMMARIES**

There are no new shows for the 3rd quarter of 2010.



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**To:** All Partner Stations                      **From:** Bethany Berdes, Manager/Affiliate Comm. & Programming

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**Re:** Revised FCC Children's Quarterly Report – 2nd Quarter 2010

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**Date:** July 7, 2010                      **Copies To:**

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\*\*\*REVISED TO ADD THE 90 MINUTE MOVIE\*\*\*

ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

**For Partners Disseminating CW PLUS Signal Via Cable Only:** As a partner station, you should only keep this information on file. YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC. Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Bethany Berdes at (818) 977-8246 with any questions (or e-mail your request to [bethany.berdes@cwtn.com](mailto:bethany.berdes@cwtn.com) and she will forward as soon as possible).

CW Educational Programming

Attached is a list of 2nd Quarter 2010 CW Children's Educational Programming for your public files.

Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the second quarter of 2010. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The "E/I" notation represents "core" educational programming on The CW that The CW believes meets the FCC educational programming three (3) hour processing guideline.

CHILDREN'S PROGRAMS  
The CW Television Network

1. Program: Winx Club  
Rating: TV-Y7 E/I  
Length: 30 minutes
2. Program: Magical DoReMi  
Rating: TV-Y E/I  
Length: 30 minutes
3. Program: Skunk Fu  
Rating: TV-Y7 FV  
Length: 30 minutes
4. Program: Chaotic: Secrets of the Lost City  
Rating: TV-Y7 FV  
Length: 30 minutes
5. Program: Yu-Gi-Oh! 5D's  
Rating: TV-Y7 FV  
Length: 30 minutes
6. Program: Yu-Gi-Oh!  
Rating: TV-Y7 FV  
Length: 30 minutes
7. Program: Dinosaur King  
Rating: TV-Y7 FV  
Length: 30 minutes
8. Program: Sonic X  
Rating: TV-Y7 FV  
Length: 30 minutes
9. Program: Teenage Mutant Ninja Turtles – Fast Forward  
Rating: TV-Y7 FV  
Length: 30 minutes
10. Program: Teenage Mutant Ninja Turtles – mOVIE  
Rating: TV-Y7 FV  
Length: 30 minutes

THE CW PLUS

1. Program: Edgemont  
Rating: TV-PG (E/I 13-16)  
Length: 30 minutes
2. Program: Gladiators 2000  
Rating: TV-PG (E/I 13-17)  
Length: 30 minutes

## Episodic Information

| Winx Club   | Magical DoReMi  | Winx Club  | Gladiators 2000  |
|---|---|--|--|
| Saturday 7:00am                                   | Saturday 7:00am   | Saturday 7:30am  | Sun. - 11:00am   |
| 4/3/10 - #157<br>4/10/10 - #159<br>4/17/10 - #161 | 4/24/10 - #101<br>5/1/10 - #102<br>5/8/10 - #103<br>5/15/10 - #104<br>5/22/10 - #105<br>5/29/10 - #106<br>6/5/10 - #107<br>6/12/10 - #108<br>6/19/10 - #109<br>6/26/10 - #110 | 4/3/10 - #158<br>4/10/10 - #160<br>4/17/10 - #162<br>4/24/10 - #163<br>5/1/10 - #164<br>5/8/10 - #165<br>5/15/10 - #166<br>5/22/10 - #167<br>5/29/10 - #168<br>6/5/10 - #169<br>6/12/10 - #170<br>6/19/10 - #171<br>6/26/10 - #172 | 4/4/10 - #203<br>4/11/10 - #204<br>4/18/10 - #205<br>4/25/10 - #206<br>5/2/10 - #207<br>5/9/10 - #208<br>5/16/10 - #209<br>5/23/10 - #210<br>5/30/10 - #211<br>6/6/10 - #212<br>6/13/10 - #213<br>6/20/10 - #114<br>6/27/10 - #115 |

| Edgemont   |  | Edgemont   |  |  |
|--|--|--|--|--|
| Sat. - 12:00pm   | Sat. - 12:30pm   | Sun. - 11:30am   | Sun. - 12:00pm   | Sun. - 12:30pm   |
| 4/3/10 - #226<br>4/10/10 - #331<br>4/17/10 - #336<br>4/24/10 - #441<br>5/1/10 - #446<br>5/8/10 - #451<br>5/15/10 - #456<br>5/22/10 - #561<br>5/29/10 - #566<br>6/5/10 - #101<br>6/12/10 - #106<br>6/19/10 - #111<br>6/26/10 - #216 | 4/3/10 - #327<br>4/10/10 - #332<br>4/17/10 - #337<br>4/24/10 - #442<br>5/1/10 - #447<br>5/8/10 - #452<br>5/15/10 - #457<br>5/22/10 - #562<br>5/29/10 - #567<br>6/5/10 - #102<br>6/12/10 - #107<br>6/19/10 - #112<br>6/26/10 - #217 | 4/4/10 - #328<br>4/11/10 - #333<br>4/18/10 - #338<br>4/25/10 - #443<br>5/2/10 - #448<br>5/9/10 - #453<br>5/16/10 - #558<br>5/23/10 - #563<br>5/30/10 - #568<br>6/6/10 - #103<br>6/13/10 - #108<br>6/20/10 - #113<br>6/27/10 - #218 | 4/4/10 - #329<br>4/11/10 - #334<br>4/18/10 - #339<br>4/25/10 - #444<br>5/2/10 - #449<br>5/9/10 - #454<br>5/16/10 - #559<br>5/23/10 - #564<br>5/30/10 - #569<br>6/6/10 - #104<br>6/13/10 - #109<br>6/20/10 - #214<br>6/27/10 - #219 | 4/4/10 - #330<br>4/11/10 - #335<br>4/18/10 - #440<br>4/25/10 - #445<br>5/2/10 - #450<br>5/9/10 - #455<br>5/16/10 - #560<br>5/23/10 - #565<br>5/30/10 - #570<br>6/6/10 - #105<br>6/13/10 - #110<br>6/20/10 - #215<br>6/27/10 - #220 |





## Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

The NBC/QUBO Kids programs which are designated as educational and informational formatted to allow 1:00 of local advertising time. These programs are:

Turbo Dogs  
Shelldon  
3-2-1 Penguins  
Babar  
Willa's Wild Life  
Jane & The Dragon

KOMU syndicated programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

|                                |      |
|--------------------------------|------|
| Wild About Animals             | 3:30 |
| Jack Hanna's Animal Adventures | 5:00 |

Universal Sports (KOMU-DT 8.2) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

|          |      |
|----------|------|
| Planet X | 2:10 |
|----------|------|

The CW Network and CW Plus (KOMU-DT 8.3) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

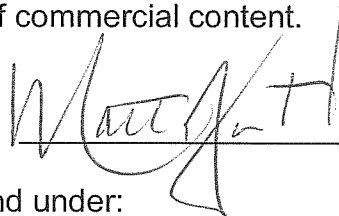
|                  |          |
|------------------|----------|
| Magical Do Re Mi | :30      |
| Winx             | :30      |
| Gladiators 2000  | 2:00     |
| Edgemont Sat     | PSA Only |
| Edgemont Sun     | PSA Only |



CERTIFICATION  
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC, CW & Universal Sports) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 7/7/10

  
\_\_\_\_\_

Programs designated for children 16 and under:

Turbo Dogs (NBC)  
Sheldon (NBC)  
3-2-1 Penguins (NBC)  
Babar (NBC)  
Willa's Wild Life (NBC)  
Jane & The Dragon (NBC)  
Wild About Animals (SYN)  
Jack Hanna's Animal Adventures (SYN)  
Gladiators 2000 (CW)  
Edgemont (CW)  
Planert X (Universal Sports)



## WEB ADDRESS CERTIFICATION

### CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.

Date: \_\_\_\_\_

7/7/10

W. Mark Smith

